

MARKETING INTRODUCTION

Levels:	Grade 7-9
Units of Credit:	2 Semesters (1.)
CIP Code:	08.0707
Prerequisite:	None

COURSE DESCRIPTION

A basic introductory course, which will teach concepts of entry-level marketing. The following skill standards will prepare the student in Marketing: orienting students to marketing education/DECA, discovering marketing, assessing your role as an employee, examining career opportunities in marketing, obtaining interpersonal skills needed in marketing, determining communication fundamentals and matching yourself with career opportunities. State curriculum outline with competencies (80% mastery) must be used in conjunction with Performance Evaluation (if available from USOE). Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA related activities and curriculum could be used as an approved part of all marketing classes.

STANDARD **Students will discover the world of marketing.**
08.0707-01

OBJECTIVES

- 08.0707-0101 Explain marketing and its importance in a private enterprise system.
- Define the terms marketing and marketing concept.
 - Identify marketing activities.
 - Categorize items that are marketed.
 - Explain the elements of the marketing concept.
 - Explain the role of marketing in a private enterprise system.
 - Describe ways in which consumers and businesses would be affected if marketing did not exist.
 - Explain how marketing benefits our society.
 - Defend the role of marketing in a private enterprise economy.
 - Demonstrate a willingness to satisfy customer needs.
- 08.0707-0102 Describe marketing functions and related activities.
- Define the following terms: distribution, financing, marketing-information management, pricing, product/service planning, promotion, purchasing, risk management, and selling.
 - Describe the importance of distribution in marketing
 - Explain the importance of financing in marketing.
 - Describe the importance of marketing-information management in marketing.
 - Discuss the importance of pricing in marketing.
 - Describe the importance of product/service planning in marketing.
 - Explain the importance of promotion in making
 - Discuss the importance of purchasing in marketing.
 - Describe the importance of risk management in marketing.
 - Explain the importance of selling in marketing.
 - Support the concept that decisions made in one marketing function affect decisions for other marketing functions.
- 08.0707-0103 Describe types of businesses that market goods and services.
- Define the following terms: producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers and service businesses.
 - Categorize types of producers in a private enterprise system.

- Identify examples of retailers.
- Explain the role of retailers in a private enterprise system.
- Identify examples of wholesalers.
- Describe the role of wholesalers in a private enterprise system.
- Distinguish between retailers and wholesalers.
- Describe factors that differ among trade industries.
- Describe classifications of service businesses in a private enterprise system.
- Explain the importance of service businesses in our society.
- Support the role of businesses in marketing goods and services.

STANDARD **Students will assess their role as an employee.**
08.0707-02

OBJECTIVES

- 08.0707-0201 Describe employee responsibilities.
- Describe characteristics and actions employers expect of employees.
 - Explain ways of maintaining positive working relationships with others.
 - Display a positive attitude.
 - Strive to be in attendance regularly.
 - Exhibit honesty.
 - Exhibit cooperative behavior.
 - Exhibit courtesy to others.
 - Maintain good health and fitness.
 - Demonstrate a willingness to meet the performance expectations of superiors.
- 08.0707-0202 Describe employee rights.
- Describe the employee right to a safe working environment.
 - Discuss the employee right to form unions.
 - Explain the employee right to fair treatment.
 - Describe the employee right to expect criticism.
 - Explain the employee right to expect recognition.
 - Describe the employee right to be compensated for work.
 - Support the need for employee rights in the workplace.
- 08.0707-0203 Explain the need for ongoing education as an employee.
- Explain the benefits associated with the ongoing education of employees.
 - Identify training provided by companies for their employees.
 - Identify external sources of employee training.
 - Explain the types of external training available to employees.
 - Describe occasions when employees need training.
 - Support the need for ongoing training.

STANDARD **Students will examine career opportunities in marketing.**
08.0707-03

OBJECTIVES

- 08.0707-0301 Explain the importance of marketing careers in a private enterprise system.
- Explain the impact that marketing has on the economy of the United States.
 - Describe the role of marketing in making goods available to consumers.
 - Discuss the role of marketing in determining consumer needs.
 - Explain the diversity of marketing career opportunities in retailing.
 - Describe the diversity of marketing career opportunities in wholesaling.
 - Discuss the diversity of marketing career opportunities in the service industry.
 - Explain the diversity of marketing career opportunities in manufacturing.
 - Recognize that marketing offers viable employment opportunities.
 - Support the need for careers in marketing.
- 08.0707-0302 Describe benefits associated with careers in marketing.
- Describe income ranges associated with marketing careers.
 - Discuss working conditions associated with marketing careers.

- Explain perquisites (perks) associated with marketing careers.
- Describe lifestyles associated with marketing careers.
- Discuss opportunities for advancement afforded by marketing careers.
- Describe the people-orientation that is usually associated with marketing careers.
- Compare desired benefits with those associated with marketing careers.
- Compare desired personal lifestyle with that associated with marketing careers.

08.0707-0303 Explain employment opportunities in selling.

- Discuss the nature of the work environment in selling occupations.
- Describe the educational preparation needed for selling occupations.
- Identify personal characteristics important to employees in selling occupations.
- Describe employment opportunities in selling.
- Assess the services provided by professional organizations in selling (e.g., Sales and Marketing Executives International, Direct Selling Association and International Association of Sales Professionals).
- Describe issues and trends affecting selling.
- Investigate the role of technology in selling.
- Assess personal interest in a career in selling.
- Question the viability of employment in selling.

08.0707-0304 Explain employment opportunities in product/service planning.

- Discuss the nature of work environment in occupations involving product/service planning.
- Describe the educational preparation needed for occupations involving product/service planning.
- Identify personal characteristics important to employees in occupations involving product/service planning.
- Describe employment opportunities in product/service planning.
- Describe issues and trends affecting product/service planning.
- Investigate the role of technology in product/service planning.
- Assess personal interest in a career involving product/service planning.
- Question the viability of employment in product/service planning.

08.0707-0305 Discuss employment opportunities in distribution.

- Identify job titles in distribution.
- Describe the job responsibilities of employees in distribution occupations.
- Discuss the nature of the work environment of occupations in distribution.
- Describe the educational preparation needed for occupations in distribution.
- Identify personal characteristics important to employees in occupations in distribution.
- Describe employment opportunities in distribution.
- Assess the services provided by professional organizations in distribution (e.g., The International Customer Service Association, American Society of Transportation and Logistics, Council of Logistics Management, Warehousing Education and Research Council and American Association of Exporters and Importers).
- Explain the role of labor unions in distribution.
- Describe issues and trends affecting distribution.
- Investigate the role of technology in distribution.
- Assess personal interest in a career in distribution.
- Question the viability of employment in distribution.

08.0707-0306 Describe employment opportunities in marketing-management.

- Discuss the nature of the work environment of occupations in marketing-information management.
- Describe the educational preparation needed for occupations in marketing-information management.
- Identify personal characteristics important to employees in occupations in marketing-information management.
- Describe employment opportunities in marketing-information management.

- Assess the services provided by professional organizations in marketing-information management (e.g., Marketing Research Association).
- Describe issues and trends affecting marketing-information management.
- Investigate the role of technology in marketing-information management.
- Assess personal interest in a career in marketing-information management.
- Question the viability of employment in marketing-information management.

- 08.0707-0307 Explain employment opportunities in purchasing/buying.
- Discuss the nature of the work environment of occupations in purchasing/buying.
 - Describe the educational preparation needed for occupations in purchasing/buying.
 - Identify personal characteristics important to employees in occupations in purchasing/buying.
 - Describe employment opportunities in purchasing/buying.
 - Assess the services provided by professional organizations in purchasing/buying (e.g., American Purchasing Society, National Association of Purchasing Management and National Retail Federation).
 - Describe issues and trends affecting purchasing/buying.
 - Investigate the role of technology in purchasing/buying.
 - Assess personal interest in a career in purchasing/buying.
 - Question the viability of employment in purchasing/buying.

- 08.0707-0308 Describe employment opportunities in promotion.
- Discuss the nature of the work environment of occupations in promotion.
 - Describe the educational preparation needed for occupations in promotion.
 - Identify personal characteristics important to employees in occupations in promotion.
 - Describe employment opportunities in promotion.
 - Assess the services provided by professional organizations in promotion (e.g., Advertising Council, American Association Agencies, Association of Incentive Marketing, Council of Sales Promotion Agencies, Direct Marketing Association, Direct Marketing Educational Foundation, National Association of Display Industries, Point-of-Purchase Advertising Institute, Promotion Marketing Association of America, Promotional Products Association International and Radio Advertising Bureau).
 - Describe issue and trends affecting promotion.
 - Investigate the role of technology in promotion.
 - Assess personal interest in a career in promotion.
 - Question the viability of employment in promotion.

STANDARD **Students will obtain interpersonal skills needed in marketing.**
08.0707-04

OBJECTIVES

- 08.0707-0401 Explain personal traits important to business.
- Define the following terms: trait, physical traits, mental traits, emotional traits, dependability, industriousness, honesty and integrity, loyalty, positive attitude, interest and enthusiasm, adaptability, initiative, creativity, self-control, self-confidence, empathy, assertiveness, leadership, cooperativeness, receptivity and orderliness.
 - Identify categories of personal traits.
 - Describe the interdependence of personal traits.
 - Describe types of desirable personal traits.
 - Describe steps that can be taken to change undesirable personal traits.
 - React positively to situations in which desirable personal traits are exhibited.
 - Demonstrate willingness to change undesirable personal traits.
- 08.0707-0402 Exhibit an appropriate personal appearance.
- Define the following terms: personal appearance, nutrition, and postures.
 - Describe the relationship between personal appearance and personality.

- Discuss the importance of first impressions.
- Explain why employers are concerned about the appearance of job applicants.
- Describe the importance of personal appearance in marketing occupations.
- Discuss factors which affect overall personal appearance.
- Describe guidelines for personal grooming.
- Explain procedures for dressing appropriately for a job.
- Exhibit an appropriate personal appearance.
- Adhere to guidelines for personal grooming.
- Create positive first impressions.
- Wear appropriate clothing.

08.0707-0403 Maintain a positive attitude.

- Define the following terms: attitudes, positive attitudes, negative attitudes, indifferent attitudes and aptitudes.
- Explain the importance of attitudes.
- Describe types of attitudes.
- Explain the importance of maintaining a positive attitude.
- Describe procedures for maintaining a positive attitude.
- Support the need to exhibit positive attitudes towards others.
- Display positive attitudes when dealing with others.

08.0707-0404 Demonstrate interest and enthusiasm.

- Define the following terms: interest, enthusiasm, tone, pitch, inflection, volume and body language.
- Identify reasons that boredom is harmful.
- Describe why some people are more interesting than others.
- Explain the relationship between personal outlook and the way in which others view an individual.
- Discuss reasons that marketing employees are expected to be interested and enthusiastic.
- Describe the importance of enthusiasm in marketing occupations.
- Identify benefits associated with being enthusiastic.
- Identify verbal signals that indicate enthusiasm.
- Cite nonverbal signals that indicate enthusiasm.
- Demonstrate verbal signals that indicate interest and enthusiasm.
- Communicate interest and enthusiasm with nonverbal signals.

08.0707-0405 Demonstrate responsible behavior.

- Define the following terms: behavior, responsible and responsible behavior.
- Explain why acting responsibly can be different based on the situation.
- Explain the importance of acting responsibly in a business environment.
- Describe specific ways to demonstrate responsible behavior in a business environment.
- Fulfill responsibilities.
- Observe the rules.
- Determine and care out responsibilities.
- Assist others.
- Admit mistakes.

08.0707-0406 Demonstrate honesty and integrity.

- Define the following terms: honesty, integrity and ethics.
- Identify common reasons for dishonest or unethical behavior.
- Describe ways that people react to dishonesty.
- Explain the importance of acting with honesty and integrity in a business environment.
- Describe guidelines for honest and ethical behavior.
- Respond truthfully to others.
- Accept responsibility for mistakes.
- Acknowledge the work of others.

- 08.0707-0407 Recognize personal biases and stereotypes.
- Define the following terms.
 - Recognizes factors that are important to consider when judging others.
 - Identify situation in which discrimination exists.
 - Describe the consequences of discrimination.
 - Describe steps for identifying personal biases and stereotypes.
 - Demonstrate a willingness to accept others as they are.
 - Support the view that discrimination is a destructive force.
- 08.0707-0408 Demonstrate orderly and systematic behavior.
- Define the following terms: orderly & systematic behaviors, prioritize, & schedule.
 - Discuss reasons that organized behavior is important in business.
 - Describe benefits associated with being well organized.
 - Explain how people can become organized.
 - Describe procedures to follow in becoming orderly and systematic in one's behavior.
 - Maintain neat, orderly work area.
 - Prioritize activities.
 - Maintain up-to-date schedule of activities.
 - Adhere to/carry out commitments/obligations.
- 08.0707-0409 Demonstrate initiative.
- Define the terms initiative and interdependent.
 - Describe the relationship between independence and initiative.
 - Identify personal traits that are related to initiative.
 - Describe the importance of demonstrating initiative consistently.
 - Identify benefits associated with demonstrating initiative.
 - Explain why initiative is important to employees in the field of marketing.
 - Describe the consequences associated with showing too much initiative.
 - Describe ways in which initiative can be demonstrated on the job.
 - Increase efficiency and effectiveness of performance.
 - Locate additional activities to do when regular duties have been completed.
 - Carry out responsibilities that must be done, even if they have not been assigned to you.
 - Do more than asked to do.
- 08.0707-0410 Demonstrate self-control.
- Define the following terms: problem behavior, self-control, self-observation, reward technique, punishment technique, extinction, alternate behavior and stimulus control.
 - Describe the relationship between learning and behavior.
 - Explain the purposes of self-control techniques.
 - Describe techniques for modifying one's own behavior.
 - Identify areas in which self-control techniques can be used to solve personal problems.
 - Describe procedures to follow in achieving self-control over a particular problem behavior.
 - Exhibit control over problem behaviors.
- 08.0707-0411 Assess personal interests.
- Define the following personal characteristics: realistic, investigative, artistic, social, enterprising and conventional.
 - Identify aspects of an individual that should be examined in order to determine strengths and weaknesses.
 - Explain reasons for assessing personal interests.
 - Discuss the importance of objectivity in personal assessments.
 - Describe steps for assessing personal interests.
 - Support the need to identify personal strengths and weaknesses.
 - Assess personal interests objectively.

- 08.0707-0412 Explain the concept of self-understanding.
- Define the following terms: self-understanding, objectivity, needs, physical needs, safety needs, social needs, self-esteem needs, self-fulfillment needs, interests, values, motives and vocational satisfaction.
 - Explain the importance of self-understanding.
 - Discuss how change can affect self-understanding.
 - Describe major categories of human needs.
 - Explain the relationship between self-understanding and vocational satisfaction.
 - Describe types of satisfaction that employees can obtain from their occupations.
 - Explain how increased self-knowledge can be applied to the selection of an occupation or career.
 - Identify personal strengths.
 - Identify personal weaknesses.
 - Recognize personal needs.
 - Cope with personal situations.
- 08.0707-0413 Explain the concept of self-esteem.
- Define the following: self-concept, self-esteem, affirmation, and visualization.
 - Describe the relationship between self-concept and self-esteem.
 - Distinguish between low and high self-esteem.
 - Describe visualization techniques.
 - Discuss the importance of visualization.
 - Explain how to maintain self-esteem.
 - Exhibit characteristics of high self-esteem.
- 08.0707-0414 Use feedback for personal growth.
- Define the terms feedback and self-control.
 - Describe the importance of feedback to individuals.
 - Identify sources of feedback.
 - Describe primary types of feedback.
 - Explain the purpose of job-related criticism.
 - Describe guidelines for responding to criticism in a constructive manner.
 - React appropriately to criticism.
 - Acknowledge your mistakes honestly.
 - Control anger or negative feelings that result from criticism.
- 08.0707-0415 Adjust to change.
- Define the term change.
 - Identify types of changes.
 - Describe the impact of change on employees.
 - Explain why people tend to resist change.
 - Describe ways in which employees can be receptive to change.
 - Describe guidelines to follow in adjusting to change.
 - Exhibit trust in those around you.
 - Exhibit receptiveness to the change.
- 08.0707-0416 Make decisions.
- Define the term decision-making.
 - Identify decision-making styles.
 - Describe factors that influence decision-making.
 - Explain the importance of using an organized decision-making process.
 - Describe steps for making decisions.
 - Apply an organized process to decision-making.
- 08.0707-0417 Set personal goals.
- Define the following terms: goals, short-term goals, long-term goals and personal plan of action.
 - Identify reasons for setting goals.
 - Identify types of goals.
 - Describe guidelines for developing goals.

- Explain how to develop a personal plan of action.
- Support the need for setting goals.

STANDARD **Students will understand the importance of communication fundamentals.**
08.0707-05

OBJECTIVES

08.0707-0501 Explain the nature of effective communication.

- Explain the importance of effective communication in marketing.
- Identify types of communication that are important in business.
- Identify characteristics of effective communication.
- Identify barriers to effective communication.
- Describe techniques for overcoming barriers to effective communication.
- Support the need for effective communication in marketing.
- Practice effective communication.

08.0707.0502 Apply effective listening skills.

- Distinguish between active and passive listening.
- List reasons that you choose to listen to others.
- Identify rewards associated with listening to others.
- Describe the importance of listening to others.
- Discuss barriers of effective listening.
- Explain the elements of effective listening.
- Discuss guidelines for effective listening.
- Practice active listening.

08.0707-0503 Use proper grammar and vocabulary.

- Identify proper subject/verb agreement in sentences.
- Identify proper noun/pronoun agreement in sentences.
- Identify proper use of adverbs and adjectives in sentences.
- Identify complete sentences.
- Identify correct word usage in sentences.
- Explain the importance of a technical vocational.
- Explain the appropriateness of using a technical vocabulary.
- Explain the relationship of business success to proper English.
- Demonstrate the proper use of grammar and vocabulary.

08.0707-0504 Explain the nature of effective verbal communication.

- Explain the importance of voice in communicating with others.
- Identify characteristics of effective verbal communication.
- Describe how nonverbal communication affects a verbal message.
- Explain the importance of effective verbal communication in marketing.
- Practice effective verbal communication.

STANDARD **Students will match themselves with potential career opportunities.**
08.0707-06

OBJECTIVES

08.0707-0601 Identify sources of career information.

- Identify information about careers that can be obtained at libraries.
- Identify non-print sources of career information.
- Identify career-information guides provided by the U.S. Department of Labor.
- Identify databases that provide career information.
- Describe how school counselors can assist in providing career information.
- Explain the importance of discussing career opportunities with workers who are employed in jobs in which you are interested.
- Seek career information from a variety of sources.

08.0707-0602 Develop a tentative career goal.

- Define the terms interests and aptitudes.

- Explain reasons for selecting occupations that match one's interests and aptitudes.
- Describe the importance of comparing and evaluating information about occupations.
- Explain the reasons for narrowing the choice of occupations when developing a career path.
- Question the viability of career choices.

08.0707-0603 Investigate local career opportunities.

- Identify sources of local career opportunities
- Discuss the role of small business in providing career opportunities.
- Describe the need to network with others to find out about career opportunities.
- Explain the usefulness of the *Yellow Pages* in locating career opportunities.
- Explain services provided by state employment service agencies.
- Support the value of using readily available sources of information about local career opportunities.

The manual for all of these competencies is entitled *Introduction to Marketing*, and can be purchased from MarkED, 1 (800) 448-0398.